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PRESS RELEASE

## Generali, European partnership with Discovery for the launch of the cutting-edge *Vitality* products

- Vitality is a unique behavioral-based shared value insurance model that encourages and rewards customers to improve health and well-being – creating powerful health and protection offerings

Trieste - Generali has entered into an European partnership – the first of its kind in Continental Europe – with the leading insurer Discovery to launch the innovative Health and Protection shared value insurance products “Vitality”.

Vitality is the flagship behavior-linked shared value insurance model designed by Discovery and focused on “making people healthier” through personalized and regular interaction with the customer to encourage and reward healthy behavior.

**The Generali Group CEO, Mario Greco**, said: *“At the core of Generali’s vision is to actively protect and enhance people’s lives. This partnership provides an exciting opportunity for us to roll out across Europe a highly sophisticated proposition that gives unique insights and contact with customers, helping them along a journey for better health and well-being which is a benefit for them and society at large.”*

The Vitality solution has been designed around three main principles:

- Rewarding healthy behavior with benefits and promotions provided by a broad network of partners that cover a complete range of lifestyle activities (e.g. nutrition, gyms, travel);
- Personalizing client relationship to motivate them towards activities that improve their lifestyle with frequent interaction and tailored programmes;
- Providing a new and ground-breaking bond between the insurer and the customer through an engaging shared value offering.

The Generali Vitality design phase has already commenced and the first customers are expected to be signed up exclusively in Germany, France and Austria.

### DISCOVERY

Discovery Limited is a South African-founded financial services organisation that operates in the healthcare, life assurance, short-term insurance, savings and investment products, and wellness markets. Founded in 1992 by the current Group Chief Executive Adrian Gore and Group Executive Director, Barry Swartzberg, Discovery set a clear core purpose - to make people healthier and to enhance and protect their lives. Underpinning this core purpose is the belief that through innovation Discovery can be a powerful market disruptor and a force for social good.

The company, with headquarters in Johannesburg, South Africa, has expanded its operations globally and currently serves over seven million clients across South Africa, the United Kingdom, the United States, China, Singapore, and Australia. Vitality, Discovery’s wellness programme, is the world’s largest scientific, incentive-based wellness solution for individuals and corporates. The global Vitality membership base now exceeds 5.5 million lives in six markets.

Discovery is an authorised financial services provider. It trades on the Johannesburg Securities Exchange under the code “DSY”.

### THE GENERALI GROUP

The Generali Group is one of the largest global insurance providers with 2013 total premium income of €66 billion. With 77,000 employees worldwide serving 65 million clients in more than 60 countries, the Group occupies a leadership position on West European markets and an increasingly important place on markets in Central Eastern Europe and Asia.

Media Relations  
T +39.040.671085  
press@generali.com

Investor Relations  
T +39.040.671202  
+39.040.671347  
ir@generali.com

www.generali.com